

The STORAGRAM

PUBLISHED BY AND FOR THE EMPLOYEES OF
KAUFMANN'S "The Big Store"



MARCH ~ 1921

THESE THINGS PAY

KEEP your temper—no one else wants it.

When you sow seeds, sow the best you have. You never know the great extent to which beauty, happiness and well spent thoughts and deeds may influence.

Never mind if you are missing great things in your life which you think you ought to have. There is a wonderful compensation that comes to the disappointed, if bitterness doesn't enter to tear things down. Never mind—work on.

Don't try to get in the last word. Be too proud to lose your pride.

When judging another, remember that you don't like to be judged. The Golden Rule will always have the same amount of gold in it, no matter with what or how you try it out.

Work harder for approval than for mere money. For no matter how much money you earn or acquire, there will always remain things that money can't touch.

Keep doing many things each day for the mere pleasure of having done them.

Try to build heart with dignity. It is a very rare trait. And what I mean by this is a sort of glow which you are able to carry with you that will make people like you, trust you, and instinctively follow you in all your fine aspirations.

Try to get up—alone—when you are thrown down. The strength thus handed to you will enable you to stand up against double odds the next time.

Do your day's work gladly—whatever it may be.

—George Adams.

VOLUME 2
No. 3

The

MARCH
1921

STORAGRAM

*Published in the interests
of the employees of
KAUFMANN'S
"The Big Store"*

EXTRA MONEY IS WAITING FOR THE EMPLOYEES WHO
OFFER THE BEST SUGGESTIONS FOR

OUR GOLDEN ANNIVERSARY

WHICH MARKS 50 YEARS OF SUCCESSFUL BUSINESS

Have you ever asked yourself why prizes were offered for good suggestions? The answer is to secure from our employees their best ideas as to how "The Big Store" may be of better service and grow larger each day.

The employee of today is the manager of tomorrow. We could name a great many men and women in this institution who started at the bottom and today hold responsible positions, simply because they were always on the alert to offer suggestions that would improve the store or be a help in promoting some sale.

During the month of June we will celebrate our 50th birthday. We want it to be "The Big Store's Biggest Success." We want suggestions from our employees to help put our Golden Anniversary over in a big way, and we are willing to pay for them. Won't you sit down and give us your best ideas? Many persons have won prizes on ideas which they felt were only mediocre. Some persons have won the first time they tried, others have tried several times before they won. But besides the fun of winning, won't you help the store that helps you?

We value your thoughts more than you think.

Edgar J. Kaufmann

AS THEY USED TO LOOK



1—Edgar J. Kaufmann, Head of Administration.
 3—Miss Nettie McKenzie, Welfare Supervisor.
 5—Joe Meyers, System Manager.
 7—Mrs. Marie Snyder, Mgr. "Missing Check" Dept.

2—Oliver M. Kaufmann, Store Superintendent.
 4—George Kerngood, former Personnel Director.
 6—C. J. Hanlan, Manager Bureau Investigation.
 8—Miss Louise Stephenson, Planning Supervisor.

STATEMENT
Kaufmann's Employees Beneficial
and
Protective Association

Balance on hand Jan. 1, 1920.....	\$9,511.51	
Receipts from all sources.....	19,704.80	
Total		\$29,216.31

Disbursements

Sick Benefits	\$9,038.00	
Dental Expense	118.55	
Drugs	959.49	
Death Benefits	1,675.00	
Donations	576.91	
Salaries (<i>Doctor—Dentist—Nurse</i>		
<i>Classes—Officers</i>)	4,097.85	
Expense	1,729.00	
Total		18,194.80
On hand January 1, 1921.....		\$11,021.51

You, as members of the Beneficial Association, should be gratified at the result of this statement of Kaufmann's Beneficial and Protective Association.

Fourteen thousand three hundred and ten of your fellow workers were given Medical treatment in our Hospital; 1,932 fellow workers were treated in our Dental Clinic, and 1,436 fellow workers were visited in the home by our visiting nurse.

Many beautiful flowers were sent to gladden the hearts of convalescent employees, and many were sent as expressions of sympathy to the families of deceased employees.

The officers of the Association are hoping that there will be less illness and fewer deaths in the year 1921. They assure us that nothing will be left undone for our employees.

A. T. WALTA, President
J. HANLAN, Vice-President
NETTIE McKENZIE, Secretary
JOS. M. MEYERS, Treasurer

THE INSPECTOR-CASHIERS' PARTY.

The March party of the cashiers and inspectors, as usual, was a very pleasant affair.

As it was a masquerade ball, we had dinner first, then came masked to the recreation room.

A grand march was the first event, and a nice new piano added much to the pep and pleasure of the evening. Then, in turn, each girl took an elevated position while all the rest guessed who she was.

One of the unique features was the presence of one man, and he was a mere boy in short trousers and cap, but he was very popular and quite the beau of the evening. We had several Dutch girls, gypsies, an Indian squaw or two, Sunbonnet Sue, several small girls and one baby, very tall for her age.

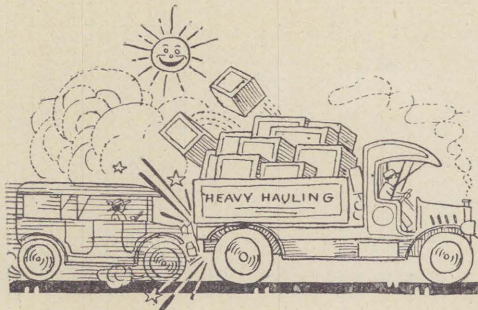
A treat which we had never enjoyed before was a gazoot trio, given by the girls in the shoe department on the first floor. The gazoot is a new and interesting musical instrument, with a melodious tone at least when played by our girls who are master gazooters.

We feel we must apologize for one black eye, which was the only ill result of the party and that we assure you was purely an accident. Our dancing and acrobatic feats do get strenuous in spite of us.

The girls agreed we must have a party in April, but we haven't decided just what kind it will be. Whatever it is it's sure to be lively, so be ready, girls.

MARY HALL ESTEP.

BANG! NO "FLIV."



—and almost no Miss McCullough. Heavy trucks seem to have no sympathy for diminutive visiting nurses in equally small Fords.

TAKE A SLANT AT YOURSELF.

By Den.

I

Take a slant at yourself—not a slant at your "phiz"

When you gaze at yourself in the glass,
But a squint at the chap that inside of you is;

And then let out on the gas.

II

Take a slant at yourself—at the fellow you are,

Not the fellow the people suppose.
Inside of the coat and behind the cigar
But the fellow that nobody knows.

III

Take a slant at yourself—as you stall at the desk

Or you rattle around on the road
When there's no one to say that picturesque tale,

"How it's you who must carry the load."

IV

Some people may think you're a wonderful guy

From the way that you sorrow and sob;
But, if you were the boss of the business,
my son,

Would you offer yourself for the job?

V

Take a slant at yourself—not the party profound

Looking as wise as he possibly can,
But the fellow you are when nobody's around

Just a sort of a dub of a man.

VI

Take a slant at yourself when they ask this or that,

Would you pucker your high brow and say "Hm Hm."

If you wanted to get information correct,
Do you think to yourself you would go?

VII

Take a slant at yourself—not the coat or the tie

Or the wit that you get at a show.
Not the presents you send nor the tickets you buy,

But the fellow inside that you know.

VIII

You smoke like a stove,

Like a pirate you swear,
And you take an occasional drink.

Now, if you were the girl

(Answer now on the square)

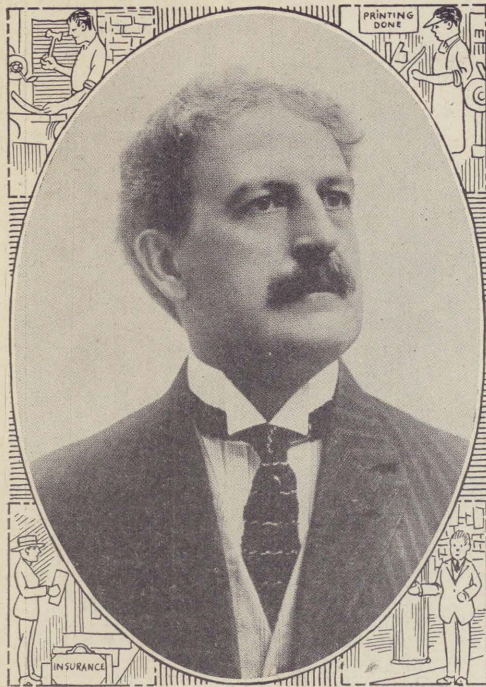
Would you marry yourself do you think?

HAPPY GROUP FROM THE AUDITING OFFICE



Among those present:—M. Becker, E. Alberth, B. Schelegel, E. Schmidt, M. Valser, S. Matz, B. Hill, E. Schell, B. Bubinoff, S. Matthews, E. Artz, R. Lebowitz, C. Perzsak, M. Cauney, H. Karger, J. Aurandt, C. Schwerm, H. Riley, M. Caplan, I. Keller, F. Huche, M. Johnson, M. Grenniger, J. Raymond, S. Thomas, E. Kim, S. Oldynski, R. Semler, M. Kelly, V. Voelker, M. McCarthy, A. Leonette, J. Foley, I. Grenne, E. Vetter, M. Klug, B. Scheider, B. Murphy, A. Yenke, M. Burns, M. Solance, M. Hammel, M. Walters, C. Dougherty, E. Doersch and E. Schumacher.

W. B. HAMILTON LEAVES "THE BIG STORE" TO ENTER INSURANCE BUSINESS IN WEST.



WILLIAM B. HAMILTON

Some one said "old loves are best," and no doubt this also applies to old jobs. At least Mr. Hamilton thinks so, for he has gone back to his old job with one of the largest Western Casualty Companies. He was with "The Big Store" for five years, but when the call came to superintend agencies for this company it was too strong to be resisted.

Checkered is the only way to describe Mr. Hamilton's business ventures. He began as a blacksmith, added a knowledge of the printer's trade to that and surprising to relate won two first prizes at a county fair in his home town, one for shoeing a horse, another for expert penmanship. Two widely different lines, a vocation and an avocation.

His position with the Big Store was that of floor superintendent. He has served on most every floor in the building and was a veritable "handy man" in a "pinch." His handwriting was so exquisitely perfect that all manuscripts, documents and memorials were written by him. Possibly no one man had such general knowledge, kindness, tact and department store ability as Mr. Hamilton, and while all were sorry to see him sever connections here, we know that he will be happier and better satisfied in his new-old job.

IN MEMORIAM.

After a serious and lingering illness, Miss Laura Best, assistant buyer of J Childs', Basement, died March 5th. Miss Best suffered for many weeks in a private hospital on the North Side, and was then removed to the West Penn Hospital, where she died. Every effort was made to prolong life. Some of her very near and dear friends suffered a blood transfusion operation, under which she rallied for a short time.

Miss Best had been a number of years with "The Big Store" and had been efficient, energetic and a conscientious worker for the good of the organization. Sympathy is offered to Mrs. McCartney, Women's Suits, Third Floor, sister of Miss Best, in this bereavement.

Sympathy is extended to Mr. Morris Weinthal, of the Men's Clothing Department, in the loss of his son, Samuel, who was buried March 14th. Mr. Weinthal has been with the store a great number of years and is well known to many of the older employees. His son was 29 years of age.

After fifteen years of exemplary service as demonstrator and saleswoman in the Grocery Department, Miss Christina Horst died February 21st. She left the store a month before her death on sick leave. Miss Horst, for many years was a familiar face in the department. She smilingly answered all the questions put by customers and demonstrated all the new and tasty things we find in the Grocery Department. The Store has lost in her an excellent saleswoman and an ardent worker.

The employees of "The Big Store" offer sincere condolence to the following in their loss of ones dear to them: Mr. Lickenbaugh, Credit Manager, whose father died during the past month; Miss Elizabeth Lotz, J Shop, in the loss of her father; Miss Belle Hansell, Boy's Clothing, in the loss of her father; Miss Mary Donahue, B Leather Goods, in the loss of her brother; Misses May and Margaret Breen, in the loss of their father; Miss Grace Puhl, J Misses Suits, in the loss of her brother; Miss Tillie Maurer, O Veiling, in the loss of her mother; Miss Waughman, J Misses Suits, in the loss of her father, and Miss Rose Spuhler, Credit Department, in the loss of her mother.

A REVIEW OF THE FASHION PLAY.

"Puff-puff-r-r-rumphf."

"Move back—just a little back—step in the rear of the car—all right." Bang!

Did you recognize the sounds? Thought it sounded like the Side Show at Barnum & Bailey's? Why, I'm surprised—that's what happened every day—twice a day—from February 28 to March 12—when the aiseways were blocked, the elevators packed and the people streamed into the Auditorium to see The Fashion Play.

The Auditorium seemed a place of witchery, with soft seductive music, that turned with scarcely a note of warning into the wildest "jazz" until you simply couldn't sit still, and the gay nasturium border that followed the long promenade up to the orange red curtains screened the wonders of "back stage" from the eyes of the audience.

Little Mary, with her repainted—just-as-good-as-new-last-year's straw; plump Elizabeth, with her never-ending-prayer-for-slimness; Anne, who is slim and tall and regrets it; Helen, who typewrites eight hours a day and dreams away the other sixteen; Lucille, who wears a "marcelle" and a real seal coat and thinks it old, for she has it since Xmas—all brush elbows—all gasp with pleasure—all long to feel and touch and exclaim over the pretty feminine things—for, after all, feminine hearts are alike and a Fashion Play is a world for Femininity.

Miss Alda Schuyler, from Mrs. Snyder's office, was chosen as "Page for the Signs," and if you could take your eyes from her smiling face just long enough for a peep you saw she carried a large sign which heralded the change of scenes. There were sixteen of those scenes—sixteen just chock-full of delightful, fascinating apparel, from dainty negligees to stunning wraps, Parisian hats and dashing suits and gowns. There were even Bathing Suits—of rubber, if you please—that simply sang,

"Break all the hearts you can, my daughter,
But don't go near the water."

And oh, oh, the Bride! Soft, clinging white gown, long, gauzy veil. And her attendants—like tiny, budding flowers they were—pale pink, delicate green, light blue and orchid. The maid of honor simply took your breath away in her cloudy, silvery grey, and the guests were gay enough and beautiful enough to please the fastidious.

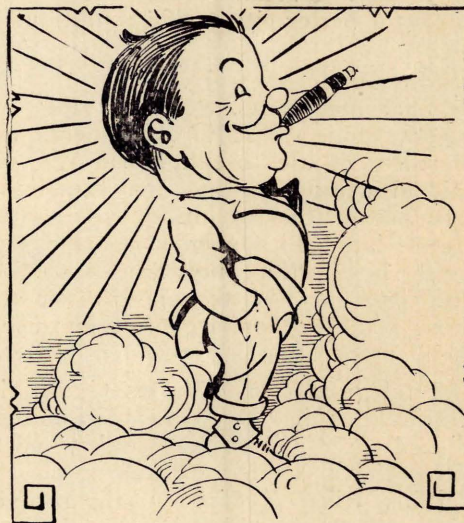
Mr. Arthur J. Rettman, from the North Side, who was in charge of the stage setting and who directed the models certainly voiced a truth when he said, "It's not all fun; it's a lot of work, and very hard work

at that." And Mr. Rettman should know, for he has "managed" Kaufmann's Fashion Plays for fourteen seasons. He deserves a great deal of credit for the success of the Play. Indeed, so does every one who helped. There were so many of them that gave their time and energy that it seems that they deserve a word of praise. From the store there were the Misses Yingling, Heil and Creighton from the Misses' Department; the Misses Mary Yeager, Edith Ehrenfield, Catherine Glosser, Clara Jones, Miss Goldie Fox and Miss Johns.

The models themselves? Well, many of them have been here so often that they seem like old friends, while there were several new faces. The tall, graceful ones were the Misses Mary Sullivan, Lillin Kalo, Martha Zimmerman, Evelyn Marlton, Evelyn Thomas, Blanche Ross and Lucile Romaine, while the peppy, chic little Misses were the Misses I. Holmes, B. Morelli, Nan Gaffney, Dorothy Delmar, Kathleen Jones and Edith Frost.

ELLEN B. LESTER

HE'S PAPA MCGHEE NOW.



Never was there such a darling baby girl as the new one just arrived in the McGhee home. Congratulations, Mr. McGhee.

Three weeks ago a new little girl named Corrine, arrived at the Strazza home. "Tony" is so proud of that youngster and when you see her you will not blame him.

PHILOSOPHY.

The cotton still has got its gin,
The seacoast has its bar,
And each of us will have a bier,
No matter who we are.

—Judge.

DELIVERY PROBLEMS ENGAGE ATTENTION OF LEADING STORES' EXECUTIVES

Hundreds of Delegates from 112 Concerns at Fifth Annual Convention
of I. R. D. A. in Pittsburgh This Week—Reports Show
Progress of Co-operative Movement

ECONOMIST STAFF CORRESPONDENCE, PITTSBURGH, PA.

The fifth annual convention of the International Retail Delivery Association opened here with several hundred delegates present, representing 112 stores. H. H. Block of the Block & Kuhl Co., Peoria, Ill., president of the association, spoke of its accomplishments and urged still greater interest on the part of members. He introduced Mayor E. V. Babcock, who dwelt on the retailers' importance to the public and the delivery departments' value to the retailer. Such conventions, he said, are worth all they cost as they show ways to reduce costs of service and make for better city traffic conditions.

SAYS PITTSBURGH SELLS CHEAPEST.

Local merchants welcomed the delegates through A. H. Burchfield, vice-president of the Joseph Horne Co., who paid glowing tribute to merchants' associations and the benefits of co-operation. He declared Pittsburgh's delivery service the best in the country and stated that the city's merchants sell cheaper than those in any other large city because of their co-operation.

A telegram from Charles G. Phillips, President of the "Dry Goods Economist," wished success to the association and the convention. A telegram was sent to Mr. Phillips wishing him speedy recovery from the illness which prevented his attendance.

Chairman Block told of the recognition the delivery association is gaining and pointed out the increase in the size of delegations from individual stores. Where one man used to come, now five or six are sent, including executives outside the delivery department. Mr. Block stated his belief that meetings of groups in different territories to exchange figures and percentages would be very beneficial.

FEWER PEOPLE—NOT LESS PAY.

Edgar Kaufmann of the Kaufmann Department Stores, Inc., Pittsburgh, spoke

on meeting new labor conditions. He said delivery drivers of department stores should be paid 5 to 10 per cent more than other drivers because of hard work and long hours. "Productivity of department store labor has been neglected in the past," declared Mr. Kaufmann. "It is not possible to fix the amount of work which should be done by non-selling help, but it is up to the department head to see that an honest day's work is given for a fair wage." He classed as a lazy method of reducing expenses the expedient of cutting pay. The best method, he believes, is to find ways to have fewer people do the work formerly done by a large force. Following this talk there was a discussion of bonus and profit-sharing plans, which were favored by a majority of those present.

SKETCHES ADVANCES IN RETAIL FIELD.

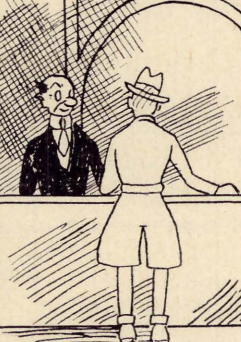










At the banquet on the evening of the first day Max Rothschild, president of the Rosenbaum Co., Pittsburgh, told of the great changes in department stores during recent years. He illustrated his talk by newspapers printed in 1868 showing three-inch ads of the Joseph Horne Co. and the Rosenbaum Co., comparing them with recent advertisements. In closing his address he laid stress on the necessity of higher service efficiency because of the high operating expense.

George P. Nielson, president and general manager of the Braeburn Steel Co., amused the diners with humorous anecdotes about Pittsburgh and its people. Musical features and moving pictures furnished other entertainment.

Much of the more important work of the convention could not be included in this issue because of early closing of the paper. It will be covered fully in the issue of March 26.—"Dry Goods Economist." March 19, 1921.

SOMETHING NEW IN "THE BIG STORE"

IT SOMETIMES HAPPENS THAT ~

<p>AN OLD AND FAITHFUL EMPLOYEE FITS HIMSELF FOR A MORE ADVANCED POSITION</p>		<p>HE SEES A RIVAL FIRM'S AD IN THE PAPER ~</p>		 <p>AND ANSWERS IT</p>
<p>HE RECEIVES A REPLY ASKING HIM TO CALL</p>		<p>HE GETS AN INTERVIEW</p> 	<p>ALTHOUGH HE DOES NOT LIKE TO LEAVE "THE BIG STORE" HE ACCEPTS THE BETTER JOB</p>	
<p>BUT WHAT DO YOU THINK OF THIS ? ~</p>				
<p>SOMETHING NEW APPEARS ON THE BULLETIN BOARDS ONE MORNING</p>		<p>A CLOSE UP</p> <p>BULLETIN LIST OF POSITIONS NOW OPEN - FLOORMEN - BOOKKEEPER - ASST. BUYER - APPLY IN - WRITING TO EMPLOYMENT - DEPT. -</p>	<p>FRED, A SALESMAN, WRITES APPLYING FOR THE ASST. BUYERS JOB</p>	
<p>THE LETTER RECEIVES CAREFUL CONSIDERATION</p>		<p>HE GETS NOTICE TO COME TO THE EMPLOYMENT DEPT.</p>	<p>HE LANDS THE JOB</p> 	<p>STILL WITH "THE BIG STORE"</p> 



THE EDITOR

Ralph Lasday

C. J. Hanlan

Joseph Meyers

O. C. Lawler
Nettie McKenzie

Ella M. Hyde
A. B. Keuhn

J. E. Priddy
Frank Callahan

Harry W. Kennedy—Artist

Ruth E. Teb
ASSOCIATE
ADVISOR

EVERY championship base-ball team that ever went into action was provided with everything that science and money could furnish in the way of equipment and training. Pennant winning depends upon more than that, however. The team that loses its "pep" will never "bring home the bacon."

A big sale event like the Golden Triumph is not unlike a world series game. The merchandise wing of the business is going to out-do itself to provide values and items which the public wants. The success of this undertaking, however, will depend upon the people who make out the sales checks. Before the game is called, Mr. or Miss Player, is the time to develop your "pep." There will be daily practice and many minor events. Are you getting ready for the world series?

What is it that puts "pep" into a sale? The Retail Bureau at Carnegie Tech undertook to secure some information on this point and asked some six hundred customers of Pittsburgh department stores a number of questions. The most important things they learned can be summed up in two words, "Interest" and "Courtesy." Customers return to the salesperson who is interested and courteous. They tend to avoid the store where these virtues are not practiced. It is not always easy to be interested and courteous. Just as many a pitcher "ragged" by the crowd has lost his head and thrown away the game, just so has a sale been lost when an unreasonable customer has pushed an irritated salesperson too far. Successful salespeople, however, overcome these and other difficulties. They do not become irritated. They do the things customers like, and avoid those things that they dislike.

The Big Store in line with its policy of seeking out new ways of helping its employees, made a list of these difficulties which salespeople encounter and then asked sixty of its best salespeople just how they met and solved them.

This material has been written up as a manual and is now in the hands of the printer. The value of this little book lies in the fact that it contains practical helps which are putting dollars into the pockets of sixty "Big Store Employees." There is nothing in it but what has been given successful trial.

JAMES GREENE.



LAST month we published a snappy editorial on "How a Clerk Can Serve the Customer, Himself and 'The Big Store'." It was a good editorial and we want to give credit to Mr. Kammerer, House Furnishings Department, who wrote it.

From the big returns received to date, the House Furnishings Sale has beat all records. Apparently the salespeople are following out Mr. Kammerer's idea in the use of the two words, "I can."



WE had a letter last week from Mr. George Kerngood, former Personnel Director and Millinery Buyer for "The Big Store." Quoting "I am happy to say that everything here is going along fine, and I am anxiously looking forward to the time when I will be able to visit you all in Pittsburgh, but I am afraid that that time is still quite distant."

The baby picture of Mr. Kerngood was in our hands before he left so we just used it for old times sake. He was apparently just as nice a boy as he is a man.



"We can be great by helping one another;
We can be loved for very simple deeds;
Who has the grateful mention of a brother
Has really all the honor that he needs."

—Guest.

OWN PAGE



bets, Editor

EDITORS

Mary Hall Estep

Earl S. Land

Mrs. T. L. Hale

BOARD

Mary V. Nugent

Edith Ehrenfeld

Jacob Alwes

B. T. Smith

Catherine Malley

Mathilda Minch

William Van Arsdale—Artist.

THE annual meeting for the election of officers of the Buyers' Club was held Friday evening, March 4th, in the store diningroom. Mr. Schwartz, White Wear Buyer, was unanimously elected president of the club for the coming year. He succeeds Mr. Lippman, Silk Buyer. In his address of acceptance Mr. Schwartz assured the other buyers and executives that there would be indeed plenty of action for the coming year.

Many good suggestions were offered for the Golden Anniversary and a Committee was appointed to determine what ideas were best and to submit them to Mr. Mundheim for approval.

A very interesting talk regarding business preceding the Anniversary and merchandising precaution during the Anniversary was given by Mr. Mundheim. He spoke of several other matters that should be of interest to executives and buyers in the advancement of their special line of business.

Dr. W. W. Charters, of the Salesmanship Bureau, Carnegie Institute of Technology, most interestingly told what constituted a big element of the store's success, relating proven facts regarding the efficiency of salespeople.

More than 100 attended the meeting and dinner, following which adjournment was made to the Fashion Play in the Auditorium.

B. L. T.

AS the altruistic work of the Irene Kaufmann Settlement is in a way directly connected with the work of the Kaufmann interests—we will list every month hereafter the social activities and "goings on" of the organization.

In climbing the ladder of fame we all like rounds of applause.

SOME day in the near future we're going to hear of something real big from Miss Curtin, Mr. M. C. Hough, Mr. J. Meyers, Mr. Charles Herbert and Mr. Nicholas Kolling. We're not at liberty to tell anything, but we'll just hint that theatricals are in their line. If you follow that line, too, get in touch with Miss Curtin, Club Credit Department, or Mr. Hough, Rug Department.



THE RICHEST MAN.

He is the richest man:

Who values a good name above gold.

In whose possession others feel rich.

Who can enjoy a landscape without owning the land.

Who has a mind liberally stored, cultivated and contended.

Who can face poverty and misfortune with cheerfulness and courage.

For whom plain living, rich thinking and grand effort constitute real riches.

Who has a hearty appreciation of the beautiful in nature and in human beings.

Who carries his greatest wealth in his rich personality and fine character.

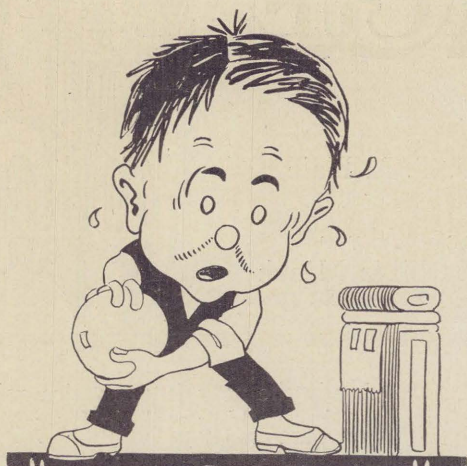
Who absorbs the best in the world in which he lives and gives the best of himself to others.

New Success.

Elbert Hubbard said:

"The valuable man, in any business, is the man who can and will co-operate with other men. Men succeed only as they utilize the services and ideas of other men, co-operate.

BOWLING NEWS.



The Big Store Bowling team has landed in second place. Some wonderful scores have been turned in by Craig, Thomas and McEvoy.

On Tuesday, March 8th, Dad Craig broke his own record for one game, which was 237 by 13 pins with a 250 score. Besides this we have McEvoy leading the League for season average with 137.

LEAGUE STANDING	WON	LOST
Pgh.-Des Moines	72	38
Kaufmann's	64	46
Avey & Irish.....	62	48
Mfg. Lt. & Heat.....	58	52
Frampton Foster	58	52
Phoenix Glass Co.....	50	60
J. C. Garland.....	46	64
Pgh. Printing Co.....	30	80
League Records—		
Individual one game high, Craig 250		
Individual five game high, Loos 816		
Team one game high Avey & Irish, 520		
Team five game high Pgh.-Des Moines, 2,158		

* * *

TELEPHONE RINGS.

Miss Patterson has a million funny things happening daily. The other day a woman called from out of town and said: "It's 5 o'clock now. Do you think I could get ready and be in the store before it closes?"

A man—apparently a newly wed—called and said friend wife had left for town early that morning and as it was near 5 o'clock and she hadn't returned he was getting worried. Could we possibly locate her?

* * *

CARING FOR THE MOUTH.

Thoroughly cleansing the teeth with a tooth brush is the best known preventative of dental decay and diseases of the gums. Some will say "But I do clean my

teeth twice a day." They do just like the child washes his face, covering the high places and leaving water marks under the chin and around the ears. They take their tooth brush and some paste make a lather on the front surface of the front teeth and "Presto-chango," their conscience is clear.

First of all let us get acquainted with the inside of the mouth. Stand before a mirror and examine it thoroughly. Notice that the teeth are in the form of an arch anchored close together in the jaw bones with delicate gum tissue around the necks of the teeth.

To clean them we must get bristles of the brush between the teeth and we must not cut into the gums. So we will take a medium brush, not too hard, place the free end of the bristles next to the gums, twist the handle so that the bristles sweep lengthwise over and between the teeth, thus kicking out the debris that is caught between the teeth and massaging, rather than injuring the gums. This motion should be followed on the inside as well as the outside of the arch.

Never use a toothpick for cleaning the space between the teeth. A piece of dental floss with a knot tied in the center drawn between the teeth will dislodge any particles of food and cause no damage, while a toothpick jabbed constantly at the delicate gums is very injurious often times breaking off unknown, until the pain and irritation of the particle makes itself manifest.

In regard to a paste or powder little need be said. There are many good ones on the market. First of all select one which after its use causes the mouth to feel clean and snappy, not one which leaves a sticky, slimy, heavy feeling. Secondly, select one which is not too coarse as the abrasive properties of some will wear off the enamel. Thirdly, select one which is not over medicated. A healthy mouth has no need of strong drugs.

Clean your teeth when they need it after each meal. Not with hurried indifference, but with a careful attention to details. Brush off the tongue and the roof of the mouth and rinse with clear water. Have them examined every six months or at least once a year by a competent dentist, and enjoy the comforts of having a clean, healthy, tooth-acheless mouth.

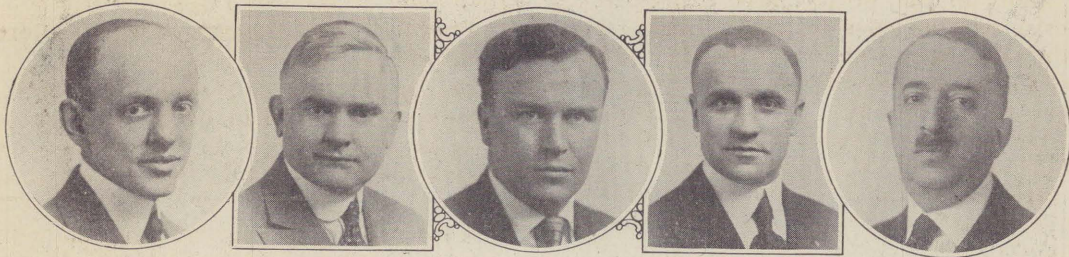
GEORGE W. NORRIS, D.D.S.

SALES FORCE OF MILLINERY AND BLOUSE DEPARTMENTS OF THE BASEMENT



Back Row—Left to Right: Mr. Arthur Bodine, Mrs. Hill, Miss Cribbins, Miss Heldman, Miss Awin, Mrs. Norgan, Miss Gorz, Miss Bowler, Mrs. Solomon, Miss Hemphil
Miss Ryan, Mrs. Hartwig, Mrs. Adsit, Miss Bowen and Miss Lippman.
Front Row—Left to Right: Miss May, Mrs. Weber, Miss Theisen, Mrs. Smock, Mrs. McCarthy, Mrs. Howarth, Miss Stein and Miss August.

MASTER FURNITURE SALESMEN



Left to Right: C. Kunde, M. Hurney, Frank Kirk, B. Flory and Joe Miller.

Truly wonderful sales records were made in the year 1920, by all of the men in the Furniture Department, but the five salesmen of the above group, managed to out-distance all of the others.

In every sales organization there is usually to be found one star who, at the end of the year, will have a greater volume of sales to his credit than his fellow-workers, but here are five stars so closely bunched at the finish that it is hard to determine the real winner, and all in the same organization.

Joe Miller, whose sales reached a total slightly greater than any of the other four, is closely followed by Matt Hurney, Frank Kirk, Ben Flory, and Charlie Kunde in the order named. They are declared, by men who have occasion to envy as well as admire their success, to be five of the most capable, if not the best furniture salesmen in Pittsburgh.

They have been members of the furniture sales organization for several years and a great deal of their success is due to their ability in retaining the friendship of the people whom they have sold in past years and who, consequently, send their relatives and their friends to buy furniture from the salesman who made such a lasting impression on them when they were furnishing their homes.

Of course, the men realize, as Joe Miller says, that this clientele could not be retained if it were not for the high standard merchandise handled and true values always given as well as the wonderful service and system maintained by the Big Store.

If you should interview these super-salesmen, you would find, beyond a doubt, that first, last, and always they know furniture, and believe firmly in the merchandise and values they have to offer, that they have made a study of the different woods, finishes and materials, that they are able to explain in detail every point in construction, no matter whether the subject be case goods, upholstered furniture, metal beds, springs

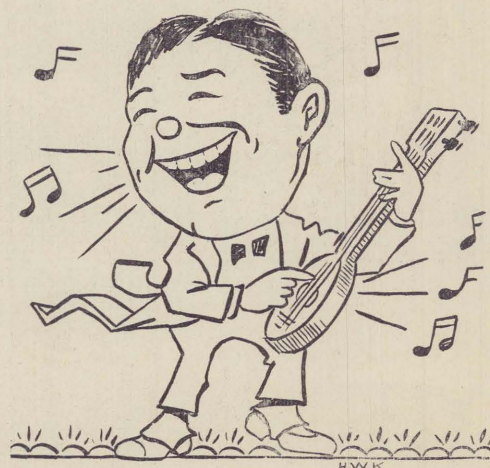
or mattresses, and that knowing these things they are able to impart more knowledge about that particular article in which the customer is interested than their competitors in other stores.

Not only have they made a study of furniture, but they are character readers and when showing a "prospect" about the floor, they make every effort to ascertain the mental attitude of the customer in order to forestall any negative criticism.

The sum total of their wonderful success seems to lie in their ability to inspire confidence, create desire and force favorable decisions and at the same time leave such a lasting impression of their personality with their departing customers that in the future, whenever furniture is mentioned in the presence of those customers they, invariably think of whichever one of the five salesmen they were fortunate enough to have serve them.

G. WM. STANTON.

MAYBE.



We'll be hearing startling things of Kaufmann's Orchestra in the near future. It's a "slow but sure" orchestra.

STORE LANGUAGE.

Many of our people have expressed a desire to have some instruction in correct language, saying that after they are out of school for a while they begin to get careless and sometimes forget the correct forms. A very careful study has been made of the most common mistakes and a series of lessons prepared which deal in a very practical manner with the following errors:



I. WAS AND WERE.

A customer was struck by the fine appearance and friendly manner of the business-like saleswoman who came forward toward her in the ready-to-wear department. But her opinion was changed just a little when the saleswoman said, "Was you looking for something?" The customer said to herself, "Isn't it too bad that she made that slip?" I wonder if it was just a slip or if it was a habit.

The use of was for were is one of the most common errors.

Here are three mistakes, all of the same kind, with pronouns.

WRONG FORM—

You was away last week.
We was looking at her.
They was keeping time.

CORRECT FORM—

You were away last week.
We were looking at her.
They were all keeping time.

The rule is this: Always use "were" when you are speaking of more than one. (That is, when the subject is plural).

We is plural because it means more than one.

They is plural because it means more than one.

You is plural, even if you are speaking to one person. When we stopped using thou as in the Bible, for one person, we began to use you, but we still call it plural.

Another case of this fault occurs with nouns; The wrong form is: My heels was run over. The correct form is: My heels were run over. These words (nouns) such as "heels," "initials," "hats," "children," etc., which mean more than one (plural) are used with were.

When one asks questions, the sentences are turned around, but the same rule holds.

WRONG FORM—

Was you waited on?
Was the shelves dusted this morning,
Was we so very early?

CORRECT FORM—

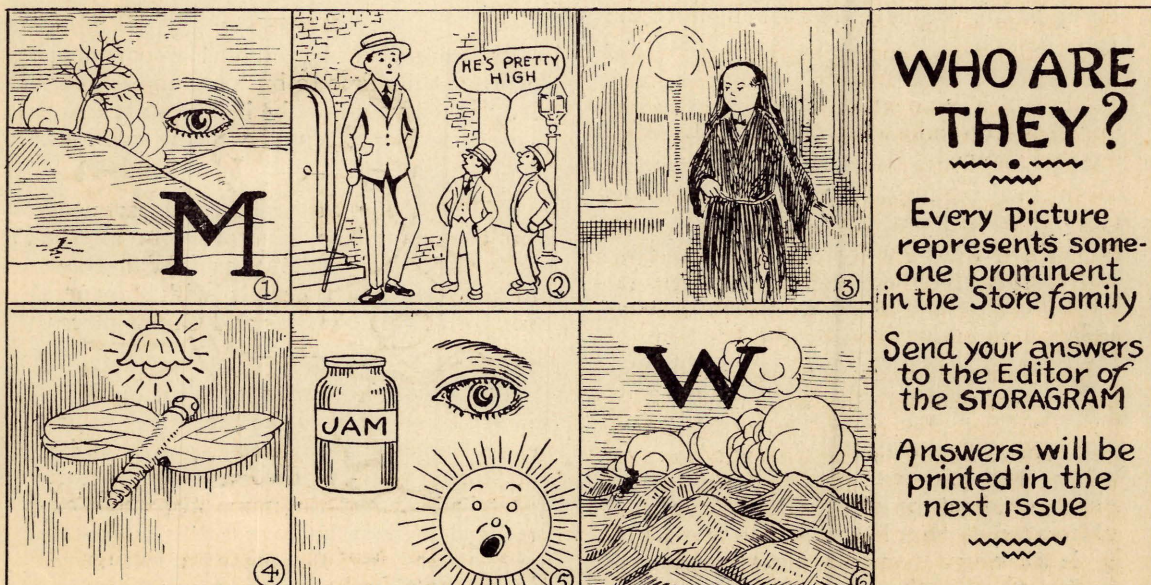
Were you waited on?
Were the shelves dusted this morning?
Were we so very early?



Little Joan's canary, "Wiffles," had died, and the poor youngster seemed heartbroken. To console her somewhat her father gave her a cigar-box in which to deposit the remains and with much ceremony he assisted in burying the box in the garden. "Dad," whispered Joan, when the funeral was over, "will Wiffles go to heaven?"

"I expect so," replied her father, "Why?"

"I was only thinking," murmured Joan, "how cross St. Peter will be when he opens the box and finds it isn't cigars after all!"



WHO ARE THEY?

Every picture represents some one prominent in the Store family

Send your answers to the Editor of the STORAGRAM

Answers will be printed in the next issue

CARTOON ANSWERS FOR LAST ISSUE

1—Kuehn; 2—Ratsky; 3—Cotts; 4—Hooper; 5—Dwyer; 6—Sexton.



Personals



FIRST FLOOR.

Miss Cecilia Curry, former sponsor of the Book Department, has been away for three weeks. Very bad cold was the reason for her absence.

Mr. Kelly, Supervisor of Shoes, left Saturday night, February 26th, to take a position out of the city. His successor is Mr. L. Ebeck.

The Shoe Department is becoming very efficient along the lines of fitting shoes. Classes, presided over by Miss Dredge, Miss Stephenson and Mr. Mertz, are held weekly when leathers, styles, lasts and makes are explained.

Will some one please prescribe a good tonic for Miss Helen Smiley, who is getting ever so thin, but still claims she is not in love.

Prepare for much grief, Miss Firlie, First Floor Reporter, must have departed from our midst for we have heard naught from her in months.

SECOND FLOOR.

Wanted Something for Nothing

Mr. Baur, in the children's Barber Shop, had finished cutting a little girl's hair, (bob style). As Mr. Baur lifted the little girl off the chair, the mother put her coat and hat on, starting to leave the store.

Mr. Baur called the lady's attention asking her if she didn't forget something. The lady responded saving, "whv I thought this hair cut was free?" Mr. Baur said, "no, Madam, we charge 50c for a hair cut." The lady then paid. "Thank you, call again," said Mr. Baur.

Miss Josephine Floden, F. Boys' Clothing, is wearing a diamond ring. This much we do know—his first name is "Bob" and it's to be a summer wedding.

THIRD FLOOR.

Mrs. Florence McCreery, buyer of skirts, is seriously ill in the Passavant Hospital. All who know Mrs. McCreery hope for her speedy recovery.

The other day a colored woman asked Miss Connors to see wedding gowns on the Third Floor. After making a selection and trying on the gown, having a fitter, and asking about payments, etc., she told the saleswoman, who had her book ready for a sale, "Ah guess Ah won't get it now, for George hasn't said much about marryin' lately."



FOURTH FLOOR.

The Fourth Floor Silk Department has been displaying the new shade called "Mrs. Harding Blue." Two women walked up and noticed the sign, which was neatly framed. One woman said, "I didn't know the President's name was "Blue," I thought it was "Harding." She was very sincere, too.

Mr. Smith, of the Flannel Department, devotes all his time to business and is ever-ready to tell you how the blankets are made as well as their splendid wearing qualities.

Mrs. K. Glenn, of the Linen Department, who contributed so generously to all the good work during the World War Days, has not outclassed herself with Japanese Blue Bird Scarf Squares and Center pieces.

Miss Catherine Callio was all smiles a few days ago. She is the Star Saleswoman in the Domestic Department, and in filling out form 1040-A Income Tax Return Sheet had printed the name in a most exceptional manner, in fact it was a masterpiece of printing, the name in full, street and city. There were no exemptions, not even on the printing.

Miss Oranto Dunlap, of the Wash Goods Department, was commandeered back to the farm for this spring and summer. Her father wrote and said someone should do the work on the land in order to raise the corn this year. Miss Oranto was an excellent salesgirl, but the farm is a lovely place in the summer time.

Table Damask, Table Cloths, Napkins and Crashes are having an Artistic Display these days. Mr. Edward Driscoll, of New York, is an expert of talent.

Mr. Finn, of the Fourth Floor, is very popular both in business and society. It keeps him busy dodging the ladies.

Elizabeth Carr, Department R, Fourth Floor, is wearing a large cluster ring. Interesting things to be heard from Miss Carr soon.

Mr. Charles Kline, buyer of linens and bedding, has just returned from Michigan where he attended the funeral of a relative.

Elizabeth Carr, Asia Gallagher, Mary Tiernan, Josephine Lawler, Miss Beck and Jennie Paris, of Department R, Wash Goods, had a very pleasant party at the home of Mrs. Sam Coller, Center avenue, bride of a few months.



The beads in Arts are lonesome,
Since Lena went home ill;
And no one wants to even try
Her worthy place to fill.

We hear she is improving
And soon we hope to see,
Her smiling face in this Big Store
Right where it ought to be.



A visit in O Arts would enthuse any one these days. The number of women in the instruction room and the beautiful new models of all kinds they are copying make that department very interesting.

HEAR—HEAR—WATCH.

Miss R. B. T.

Regarding Mr. B. L. Traub's picture in the Storagram and his "pep" will say in reply,

"You ain't seen nothin' yet."

Traub

SIXTH FLOOR.

Miss Allison, of Credit Department, has been absent on account of sickness. Best wishes for a speedy recovery.

Miss Doris Kiefer, of the Credit Department, asked for permission to be absent one day to attend to important business. It happened that the "important business" had to be transacted at Cumberland, Md., and Doris attached Mrs. to her name. "Nice place, eh Doris." Best wishes for happiness.

Miss Ethel Haas, who has been absent from duty in the Club Credit for the last month, on account of sickness, has completely recovered and will return to work.

The girls of the Club Credit Department, held a theatre party Friday, March 4th, to celebrate the inauguration. The play selected was "Watch your Husband" and all agreed that it was good advice.

Miss Marion Hally, of the B. of I. left Saturday, March 12th, to become the bride of Mr. C. Malther, on March 23rd. Our best wishes for your happiness, Miss Hally.

Mr. L. M. Dean, whose smile appears whether cloudy or sunshining, celebrated his 66th birthday on Feb. 18th. The men of the Furniture Department presented Mr. Dean with toy engines, a horn and several other things. Everybody joined in wishing him many happy returns of the day.

Mr. Matthew Rapp, recently connected with our Furniture Department, arrived with his daughter and their dog at their new home in Los Angeles, Cal.

Miss Agnes Scheib is sure the cutest girl on the Sixth Floor. She can vamp just like a movie heroine.

Miss Henkel is as happy as ever.

Rebecca Tamres and Lou are getting pretty thick these days.

These days are quite busy for Miss Smith, but she still has a little time left for visiting.

Johnnie H. & Mary G. have made up again. Johnnie is now grinning all the time.

Al Lhoto is as proud as a peacock. Basketball is the fault.

PROMOTIONS AND TRANSFERS.

<i>Name.</i>	<i>FROM Department.</i>	<i>Position.</i>	<i>To Department.</i>
John Jacobs.....	5th floor, Delivery	Sorter	J Ch., Dresses
J. M. Hale.....	U Furniture.....	Sales	T Rugs
Walter Batson.....	U Furniture.....	Sales	T Rugs
Marie Lee.....	Bookkeeping	Clerk	Pay Master
Ruth Wilt	B Hose.....	Sales	R Wash.
Mrs. Eslena Armstrong.....	S Contingent.....	Sales	O Pattern
Francis Barry.....	H Muslin.....	Sales	J Fur Shop
Thressa Gularski	Exchange	Clerk	Credit Office

Gus Linder is still busy buying groceries for friend wife.

Mr. Stanton seems to be the busiest man on the Sixth Floor. It's Mr. Stanton here, Mr. Stanton there, and Mr. Stanton everywhere.

Rose Helena Quinn sure says some queer things. We all wonder what the matter is.

Mr. McCready, Furniture Department, had a great deal of trouble with his Income Tax this year. You know he was only married "part time."



SEVENTH FLOOR.

Employees of the Seventh Floor have been so busy during the March Housefurnishings Sale that they didn't have time to send in any personals. Business in those departments increased over last year, and that means a lot, for the record last year was a hard one to beat.

Miss Stephenson, Training Division, has taken up her abode in the Housefurnishings Department, for the month of March. She is acting as entire floor supervisor.



BASEMENT.

As information to those who do not know Mr. Bodine, standing at the extreme left of the Basement Millinery-Blouse Force picture, was not a bit fussed at having his picture "took" with all those girls. He can laugh, too.

There is a new sparkler in the basement. Some say the gentleman's name is David Pearlstein. We would like to congratulate him, for Libbie Kalser is one of the most patient Inspectors in Silks and Draperies.

EIGHTH FLOOR.

On Thursday evening, Feb. 10th, Miss Rebecca Sobel entertained the Statistical Department at her home in honor of our noted Cartoonist, Mr. William Van Arsdale and his wife. A very pleasant evening was spent playing games and listening to Miss Anna Gilligan play the piano. Oh! but you should see Becky and Mamie shake a shimmy. Bob Haight and Fred Weiland were the village cut-ups.

Miss Margaret Nan was transferred from Audit Office to General Office.

Miss Alberta Goldbach was transferred from Audit Office to General Office.

Agnes O'Hare is wearing a sparkler. We wonder when it is coming off.

Miss Liberty has found her balance for Feb. 1st. She is all excited. She can start posting now.

Marcella Rosa is with us again after a five weeks' absence. We are all glad to have her back.

Elsie Flynn is receiving too many notes from a certain man in the store—not all business, Elsie.

Have you noticed the new "office vamp" in Elsie's Aisle?

Agnes Griffin is on her third center piece. We all have our doubts.

Margaret Close has been getting in on time—must have a new "Big Ben."

We had a letter from Miss Tisherman, Supply Office, asking us to have an article on "The True Secret of Success." We've done our best to get it—and maybe it will appear next month.

Miss Margaret Huff (better known as "Peggy") of the Main Office, entertained the Office Force in her home, on Thursday evening, March 3.

Music was furnished by Sara Herman, while the Main Office Songbird, Esther Steinberg, sang.

Fritz and Mary entertained as dancers. Dancing and eating doughnuts were the main attractions, outside of the boys, who came to take the girls home.



ADVERTISING OFFICE.

Mrs. Marie Cashdollar was away several days. Bad cold and a severe case of grippe. The Advertising Office was almost lost without her.

Since last issue, Miss Howard, the artist, paid a short visit to New York. It was a well deserved and needed vacation for this small artist turns out just "tons" of work.

Life is just one price mark after another in Mary O'Donnell's existence. She is our expert sign writer and the most popular mortal in the world as the door opens in the morning.



We're doubtful Mr. Lasday but—among wierd calls for merchandise we find this from the Stationery Department: "Please order sympathy cards for dead canaries."

STENOGRAPHIC DEPARTMENT— EIGHTH FLOOR.

A little apron Mary had,
The color you can guess,
And everywhere that Mary went
It clung right to her dress.

She took it to the Fashion Show,
Which was against the rule,
But she remembered "The Big Store"
Was not the same as school.

It is a joke, but sensible,
For Mary feels at home
With her "spiffy" apron on
Wherever she may roam.

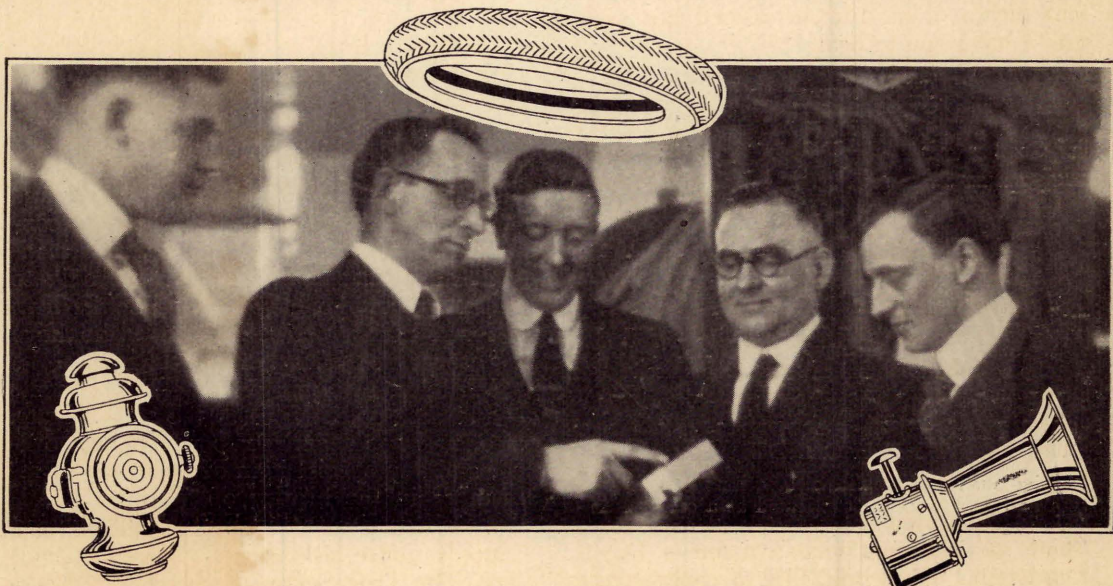


Does anyone in the Big Store know anything of Rose Bianchi's apple? At 12:00 one day Rose put a big, juicy red apple in her desk, and somehow it mysteriously disappeared. Reward offered if returned to owner, as many tears have been shed since its disappearance.

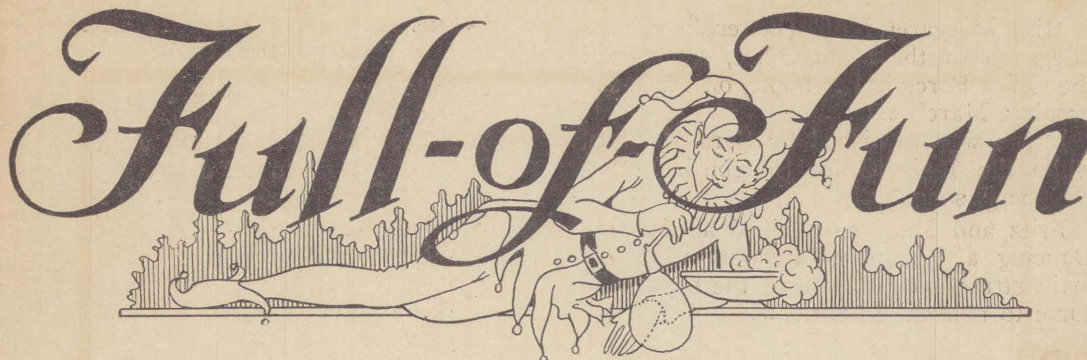
The Stenographic Department wishes to announce that Katherine Berger has donned a spit-curl right in the middle of her forehead. If you don't believe us you can come up and see for yourself.

Miss Anna Simons, Mail Order Department, has her troubles. Without a doubt she is the most expert mirror gazer that we know. She deserves credit, though, for she certainly benefits by the "looking."

SNAPPED IN THE AUTO DEPARTMENT



Expert salesmen in their line—deeply interested in everything "of interest" to the motorist. They are—left to right: R. J. Holmes, J. P. Vance, Alex Brown, R. E. Johnson, F. J. Potter.

**JUST A SMILE.**

The thing that goes the farthest
T'wards making life worth while,
That costs the least and does the most
Is just a pleasant smile.

It nerves us on to try again
When failure makes us blue;
The dimples of encouragement
Are good for me and you.

There is no room for sadness
When we see a cherry smile;
It always has the same good look
It's never out of style.

J. S. Judge.

PLACING THE BLAME.

Prof.—“Why were you tardy?”
Tom—“Class began before I got there.”—*Orange Peel.*

WORTH PLAYING FOR.

“I sure had luck tonight,” remarked the poker fiend. “There was a doctor in the game and I won six prescriptions.”

SHE WAS A SHOP ASSISTANT.

She had a slow mind and a quick tongue. She thought herself awfully smart.

A timid looking man came in the shop. “Do you keep hair-brushes?” he asked.

“No,” she snapped. “We sell them.”

“Well,” he said quietly as he strolled towards the door, “you’ll keep the one you might have sold to me. Good.”

SOME PRINTER.

“May I print a kiss on your lips?” I said
And she nodded her sweet permission.
So we went to press, and I rather guess
We printed a full edition.

“But one edition is hardly enough”
She said with a charming pout,
So again in the press the form was placed
And we got some “extra” out.

TOUGH CANDY.

A frivolous young English girl, with no love for the Stars and Stripes, once exclaimed at a celebration where the American flag was very much in evidence, “Oh what a silly-looking thing the American flag is! It suggests nothing but checker-berry candy.”

“Yes,” replied a bystander, “the kind of candy that has made everybody sick who has ever tried to lick it.”

FINISHING THE QUOTATION.

The chairman of the gas company was making a popular address.

“Think of the good the gas company has done!” he cried.

“If I were permitted a pun, I would say in the words of the immortal poet, ‘Honor the Light Brigade.’”

Voice of a consumer from the audience, “Oh what a charge they made!”

WANT ADVERTISEMENTS.

This column is open to all the employees of “The Big Store.” If you want what you want when you want it, advertise in the Storagram.

WANTED—Ideas and Suggestions for the coming Golden Anniversary. Suggestion Boxes all over the Store. Prizes in abundance for all whose suggestions are worthy.

WANTED—A disposition like Mr. Ramsey’s—North Side Warehouse. He’s never too busy to print a big order—and the faster they come the better he likes it. He’s a “real printer” when it comes to color work.

WANTED—A few live wire reporters for news and stories for the Storagram. Experience not necessary. Apply, Editor, Eighth Floor.

WANTED—Particular Notice—

All the stories, advertisements, pictures and items of interest you remember in connection with the “growing” of this institution. This applies, of course, only to employees who have been with the firm for a number of years, and who have “grown up” with the institution.

Write your name plainly—Departments—and date of entrance to the store. State, also, in what departments you have worked, and any special item of interest you remember in the history of the store. Address all replies to the Editor, Advertising Department, Eighth Floor.

WANTED—Pictures of “How You Used to Look.” Be brave, and send ‘em in to the Editor.

FOUR SUGGESTIONS

Here are four valuable suggestions for employees who would rise:

First, be Dependable. The management has trusted you with responsibility. Keep the trust.

Second, be Careful. Mistakes cost confidence, time and cash. Inaccuracy irritates the boss.

Third, be Cheerful. The chief has troubles enough without yours. Look up, cheer up, and you will keep up.

Fourth, be Interested. How can you expect the management to be interested in you if you are not interested in the industry that pays you?

—*Silent Partner.*

He Uses His Head

A wood-
Pecker pecks
Out a great many specks
Of sawdust when
Building a
Hut.

He works
Like a digger
To make the
Hole bigger—
He's sore if his
Cutter won't cut.
He ne'er gives a
Peep for plans
That are cheap,
But there's one
Thing can rightly
Be said—

The whole
Excavation
Has this explanation:

He builds
It by
Using
His
H
E
A
D
!

—Spunk